

ORDER



Orders
Order / Rev: 722466
Alt Order #: 06374908
Product Desc: OFA EST 2051
Estimate: 2051
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 10/15/12 / 10/19/12
Order Type: Political

WTLV-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama For America
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/15/12	10/21/12	79	\$46,785.00	\$39,767.25
10/22/12	10/28/12	22	\$12,885.00	\$10,952.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	101	\$59,670.00	\$50,719.50	0.00
Totals	101	\$59,670.00	\$50,719.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTLV	10/16/12	10/22/12	4:30a-5a M-F 4:30-5a	CM	4:30a-5a	MTWTF--	:30	3	\$35.00	P-3	0.00	NM	3	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--		3				\$35.00		0.00			
2	WTLV	10/16/12	10/22/12	5a-530a 5a-530a	CM	M-F 5a-530a	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--		5				\$200.00		0.00			
3	WTLV	10/16/12	10/22/12	530a-6a 530a-6a	CM	530a-6a	MTWTF--	:30	5	\$200.00	P-3	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--		5				\$200.00		0.00			
4	WTLV	10/16/12	10/22/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:00 AM-6:30 AM)	MTWTF--	:30	5	\$900.00	P-1	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--		5				\$900.00		0.00			
5	WTLV	10/16/12	10/22/12	M-F 6-7a M-F 6-7am	CM	6a-7a (6:30 AM-7:00 AM)	MTWTF--	:30	5	\$950.00	P-1	0.00	NM	5	\$4,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--		5				\$950.00		0.00			
6	WTLV	10/16/12	10/22/12	Today Show M-F 7-9am	CM	7a-9a (7:00 AM-8:00 AM)	MTWTF--	:30	5	\$800.00	P-1	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	MTWTF--		5				\$800.00		0.00			

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WTLV	10/16/12	10/22/12	Today Show M-F 7-9am	CM	7a-9a (8:00 AM-9:00 AM)	MTWTF--	:30	5	\$875.00	P-1	0.00	NM	5	\$4,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/16/12	10/22/12	MTWTF--		5	\$875.00	0.00							
8	WTLV	10/16/12	10/22/12	Today Show II M-F 9-10am	CM	9a-10a	MTWTF--	:30	3	\$400.00	P-1	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/16/12	10/22/12	MTWTF--		3	\$400.00	0.00							
9	WTLV	10/16/12	10/22/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	MTWTF--	:30	3	\$325.00	P-1	0.00	NM	3	\$975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/16/12	10/22/12	MTWTF--		3	\$325.00	0.00							
10	WTLV	10/16/12	10/22/12	M-F 11a-12p First Coast Living	CM	M-F 11a-12p	MTWTF--	:30	3	\$70.00	P-3	0.00	NM	3	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/16/12	10/22/12	MTWTF--		3	\$70.00	0.00							
11	WTLV	10/16/12	10/22/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	MTWTF--	:30	3	\$170.00	P-1	0.00	NM	3	\$510.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/16/12	10/22/12	MTWTF--		3	\$170.00	0.00							
12	WTLV	10/16/12	10/22/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p	MTWTF--	:30	3	\$100.00	P-3	0.00	NM	3	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/16/12	10/22/12	MTWTF--		3	\$100.00	0.00							
13	WTLV	10/16/12	10/22/12	Days of Our Lives Days of Our Lives	CM	M-F 1p-2p	MTWTF--	:30	3	\$80.00	P-5	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/16/12	10/22/12	MTWTF--		3	\$80.00	0.00							
14	WTLV	10/16/12	10/22/12	M-F 2-3p M-F 2-3pm	CM	M-F 2p-3p	MTWTF--	:30	3	\$50.00	P-3	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/16/12	10/22/12	MTWTF--		3	\$50.00	0.00							
15	WTLV	10/16/12	10/22/12	M-F 3-4p Katie	CM	M-F 3p-4p	MTWTF--	:30	3	\$110.00	P-3	0.00	NM	3	\$330.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/16/12	10/22/12	MTWTF--		3	\$110.00	0.00							
16	WTLV	10/16/12	10/22/12	M-F 4-5p Ellen	CM	M-F 4p-5p	MTWTF--	:30	3	\$250.00	P-1	0.00	NM	3	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/16/12	10/22/12	MTWTF--		3	\$250.00	0.00							
17	WTLV	10/16/12	10/22/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	MTWTF--	:30	3	\$475.00	P-1	0.00	NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/16/12	10/22/12	MTWTF--		3	\$475.00	0.00							
18	WTLV	10/16/12	10/22/12	M-F 530-6p M-F 5:30-6pm	CM	M-F 5:30p-6p	MTWTF--	:30	3	\$575.00	P-1	0.00	NM	3	\$1,725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/16/12	10/22/12	MTWTF--		3	\$575.00	0.00							
19	WTLV	10/16/12	10/22/12	M-F 6-630p M-F 6-630pm	CM	M-F 6p-6:30p	MTWTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/16/12	10/22/12	MTWTF--		3	\$1,000.00	0.00							
20	WTLV	10/16/12	10/22/12	NBC Nightly News M-F 630-7pm	CM	M-F 630p-7p	MTWTF--	:30	3	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
	Week:	10/16/12	10/22/12	MTWTF--		3	\$1,400.00	0.00							
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
	1	WTLV	10/16/12-10/22/12	NBC Nightly News		M-F 630p-7p		MTWThF----	:30	(\$1,400.00)	0.00	NM			
	Credited														

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 Flight Dates: 10/16/12 - 10/22/12

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WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
21	WTLV	10/16/12	10/22/12	M-F 7-730p Wheel of Fortune	CM	M-F 7p-7:30p	MTWTF--	:30	3	\$1,000.00	P-1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			3		\$1,000.00		0.00				
22	WTLV	10/16/12	10/22/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	MTWTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			3		\$1,200.00		0.00				
23	WTLV	10/16/12	10/22/12	LN (M-Su) Late News (M-Su)	CM	11-1135p	MTWTFSS	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTFSS			3		\$400.00		0.00				
24	WTLV	10/16/12	10/22/12	Tonight Show Tonight Show	CM	1135p-1237a	MTWTF--	:30	3	\$315.00	P-1	0.00	NM	3	\$945.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			3		\$315.00		0.00				
25	WTLV	10/16/12	10/22/12	Late Night Late Night w/Jimmy Fallon	CM	1235a-135a	MTWTF--	:30	3	\$80.00	P-3	0.00	NM	3	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			3		\$80.00		0.00				
26	WTLV	10/20/12	10/20/12	SAT TDY NBC Today Show (Sa)	CM	7a-8a	-----S-	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$400.00		0.00				
27	WTLV	10/20/12	10/20/12	Sat 8-10a Sat 8a-10a	CM	8a-10a	-----S-	:30	1	\$175.00	P-3	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$175.00		0.00				
28	WTLV	10/20/12	10/20/12	Sat 7-730p Wheel of Fortune	CM	Sat 7p-7:30p	-----S-	:30	1	\$315.00	P-1	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$315.00		0.00				
29	WTLV	10/20/12	10/20/12	Sat 730-8p Jeopardy	CM	Sat 7:30p-8p	-----S-	:30	1	\$315.00	P-1	0.00	NM	1	\$315.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S-			1		\$315.00		0.00				
30	WTLV	10/21/12	10/21/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$850.00		0.00				
31	WTLV	10/21/12	10/21/12	Sun 6-630p Sun 6-630pm	CM	Sun 6p-6:30p	-----S	:30	1	\$335.00	P-1	0.00	NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$335.00		0.00				
32	WTLV	10/21/12	10/21/12	Sun 1130p-12x Sun 1130p-12am	CM	Sun 1130p-12a	-----S	:30	1	\$300.00	P-1	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-----S			1		\$300.00		0.00				
33	WTLV	10/22/12	10/22/12	Mon Prime A Mon Prime A	CM	Mon 8p-9p (8:00 PM-10:00 PM)	M-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	M-----			1		\$3,000.00		0.00				
34	WTLV	10/16/12	10/16/12	Tue Prime B Tue Prime B	CM	Tue 9p-10p	-T-----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	-T-----			1		\$2,500.00		0.00				
35	WTLV	10/17/12	10/17/12	Wed Prime B Wed Prime B	CM	Wed 9p-10p	--W----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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35	WTLV	10/17/12	10/17/12	Wed Prime B Wed Prime B	CM	Wed 9p-10p	--W----	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	--W----		1				\$2,500.00		0.00			
36	WTLV	10/19/12	10/19/12	Fri Prime B Fri Prime B	CM	Fri 9p-10p	----F--	:30	1	\$1,150.00	P-1	0.00	NM	1	\$1,150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	----F--		1				\$1,150.00		0.00			
37	WTLV	10/21/12	10/21/12	Football Night in America Football Night In America	CM	Various	-----S	:30	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$1,600.00		0.00			
38	WTLV	10/21/12	10/21/12	NFL Regular Season Fo NFL Regular Season	CM	NFL Regular Seas (8:30 PM-11:30 PM)	-----S	:30	1	\$2,500.00	P-3	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S		1				\$2,500.00		0.00			
39	WTLV	10/22/12	10/22/12	M-F 730-8p Jeopardy	CM	M-F 7:30p-8p	M-----	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$1,200.00		0.00			
40	WTLV	10/22/12	10/22/12	M-F 1230-1p Extra	CM	M-F 1230p-1257p	M-----	:30	1	\$200.00	P-1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1				\$200.00		0.00			
Totals														101	\$59,670.00